

**FOR IMMEDIATE RELEASE**

**e-Dialog Extends Global Strengths with Local Singapore Office**

*Experienced Team to Support Existing International Clients and Build Portfolio*

**BURLINGTON, Mass., and SINGAPORE, June 16, 2010** – [e-Dialog](#), a proven provider of advanced e-mail and multichannel marketing solutions within the GSI Commerce (Nasdaq: GSIC) Marketing Services division, today announced the launch of e-Dialog Asia-Pacific. With a new office in Singapore’s Central Business District, e-Dialog further advances its ability to support existing global clients and develop new business in the region.

e-Dialog Asia-Pacific will operate under the supervision of managing director Darren Fifield, a veteran marketer with 20 years of experience in the marketplace. He will be joined by several employees, many who have served clients from e-Dialog offices in Boston, London and Seattle for years. The team extends e-Dialog’s deep multilingual capabilities, speaking at least 10 languages, which is essential for supporting clients in the Japan, North Asia, South-East Asia, Oceania and West Asia regions.

“The Asia-Pacific region represents an incredible opportunity for e-Dialog and for our clients,” commented e-Dialog president and CEO John Rizzi. “It is a rapidly growing marketplace with a population on the cutting-edge of digital technology, including mobile. Our ability to help brands manage the complexities of relevant, global e-mail marketing has been proven through the work we have done with clients like British Airways and Skype. We are excited to take this next step as part of our long-term growth strategy, toward helping our clients further maximize global digital marketing opportunities.”

To help clients promote the success of their programs, e-Dialog Asia-Pacific will offer a full complement of relevance-enabling technology and marketing services, including strategy, analytics and deliverability, as well as campaign development and production.

“Marketers in Asia are seeking a measurable return on their marketing investment. Our experienced team in Singapore will offer a strategic overall solution designed to produce demonstrable ROI for our clients, as well as the same high-quality service that clients have come to expect from our teams in the U.S. and Europe,” Fifield stated. “Our services and technology will deliver a competitive advantage to our regional clients and also bring innovative e-mail and multichannel marketing to organizations throughout Asia.”

**About e-Dialog**

Established in 1997, e-Dialog empowers marketers to meaningfully connect with customers by engaging in relevant conversations through e-mail, mobile devices, social networks, e-commerce and at the point of sale. e-Dialog’s multichannel suite

gives marketers direct access to timely customer insight that drives targeted and opportunity-rich consumer dialogs. With e-Dialog, marketers quickly evolve customer relationships from the newly acquired to the highly engaged.

Consistently recognized by top analyst firms for both outstanding service and first-class technology, e-Dialog is a global provider to some of the world's most recognized brands, including AirTran Airways, Avis Budget Group, Boots, British Airways, CVS/pharmacy, Nintendo, the NFL, PETCO, Reuters, the Royal Bank of Scotland group of companies, and The TJX Companies. With offices in Boston, London, New York, Seattle and Singapore, e-Dialog is a wholly owned subsidiary of GSI Commerce Inc. (NASDAQ: GSIC). For more information, visit <http://www.e-dialog.com>

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